

Humboldt Journal

Publication: Humboldt Journal

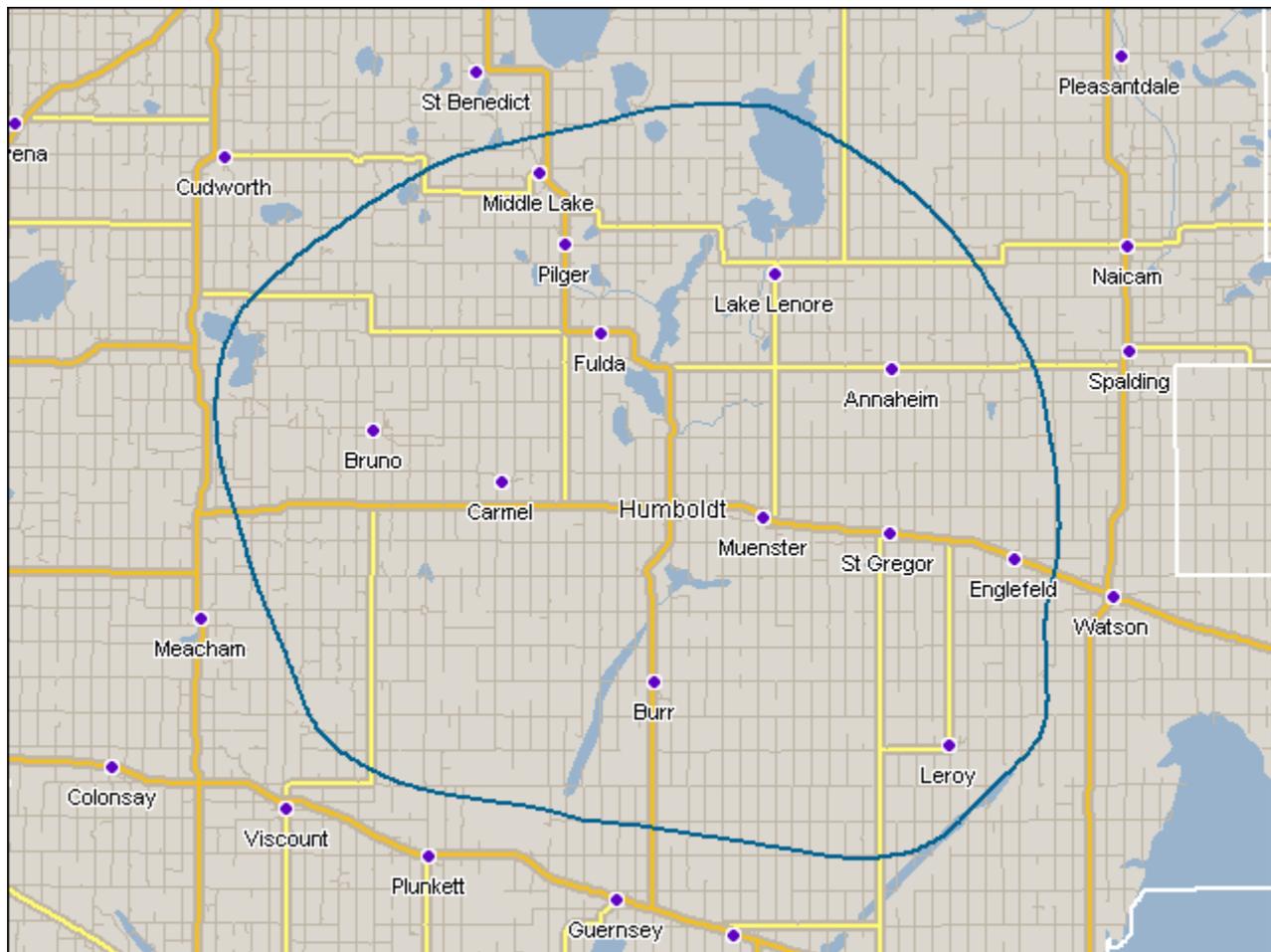
Code: 70186

Market: Humboldt, SK

Population: 8 569

Publishing Day: Wednesday

Source: ComBase 2008 Study

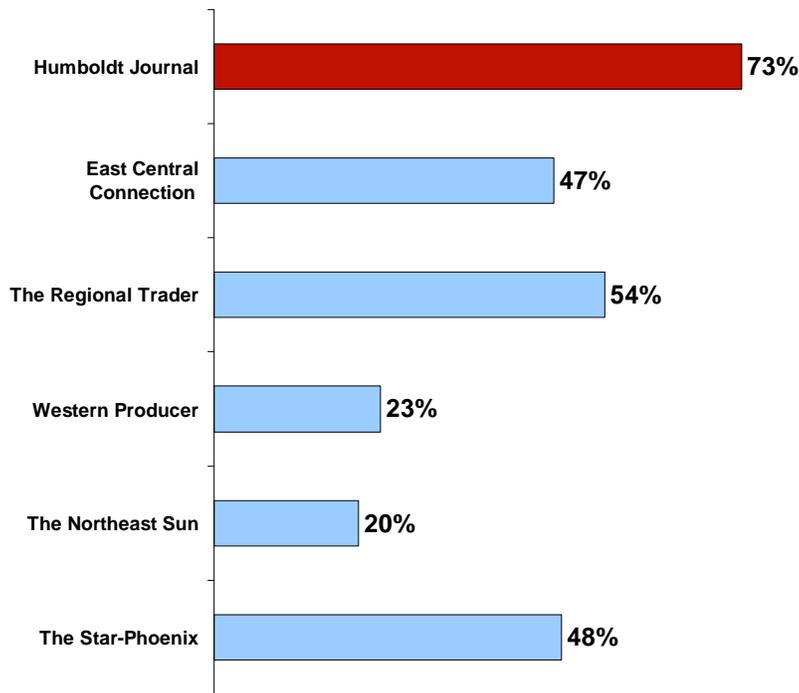


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

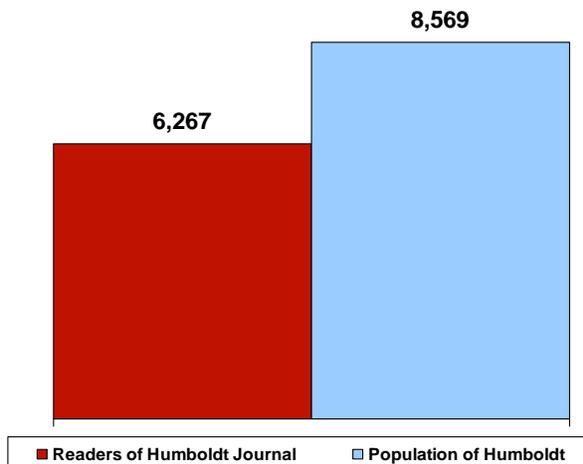
NET READERSHIP*

73% of Humboldt adults read any of the last 4 issues of Humboldt Journal.



NET READERS

6,267 Humboldt adults read any of the last 4 issues of Humboldt Journal.



NEWSPAPER READERSHIP

- 89% of Humboldt adults read any community newspaper.
- 48% of Humboldt adults read any daily newspaper.
- 48% of Humboldt adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Humboldt Journal

- 76% of females read Humboldt Journal.*

GENDER

Male	70%
Female	76%

AGE

18-34 years old	73%
35-49 years old	68%
50+ years old	76%

EDUCATION

High School or less	67%
Tech. or College	72%
University +	97%

HOUSEHOLD INCOME

<\$30K	57%
\$30-49K	52%
>\$50K	79%

RESIDENCE

Own Residence	77%
Rent Residence	0%

FAMILY STATUS

With children	72%
Without children	74%

* cumulative readership - read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

Media Habits

REASONS FOR READING COMMUNITY NEWSPAPERS

36% of Humboldt Journal readers said they read their community newspaper for advertising.

	Humboldt Journal Readers*	Community Newspaper Readers**
Editorial	36%	34%
Local News	89%	87%
Local Events	78%	70%
Classified	37%	42%
Real Estate	26%	25%
Jobs/Employment	32%	35%
Advertising	36%	38%
Flyers	39%	43%

*read any of the last four issues of community newspaper
 ** read any community newspaper

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

(Read Always Or Sometimes)

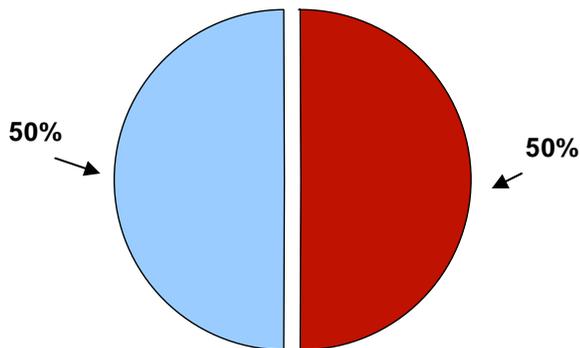
49% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	49%
Computer Hardware or Software	40%
Department Stores including Clothing	72%
Drug Store or Pharmacy	72%
Fast Food Restaurant	47%
Furniture or Appliances or Electronics	68%
Grocery Store	85%
Home Improvement Store	73%
Investment or Banking Services	28%
Telecommunication and Wireless Products	29%
Other Products or Services	52%

COMMUNITY PRINT MEDIA VS. RADIO

A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

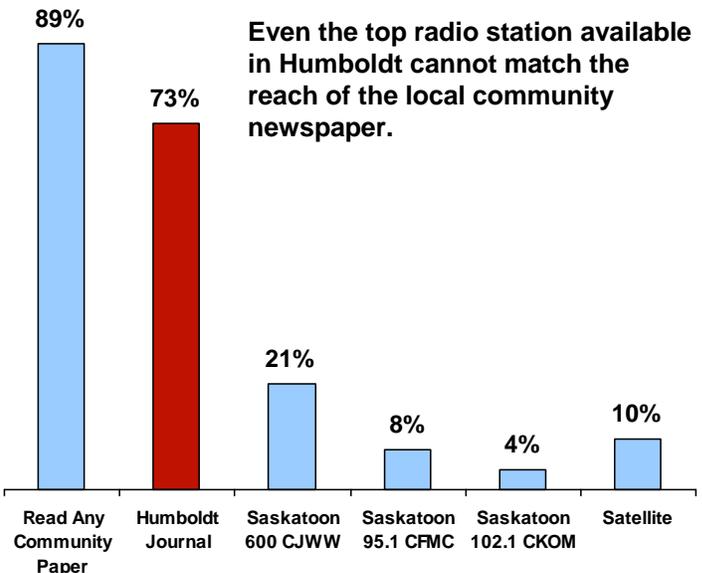
■ Cannot be reached by commercial radio*
 ■ Listened to any commercial radio station yesterday



50% of Humboldt adults cannot be reached by commercial radio.

*did not listen to radio yesterday or listened to CBC only

Even the top radio station available in Humboldt cannot match the reach of the local community newspaper.



Source: ComBase 2008